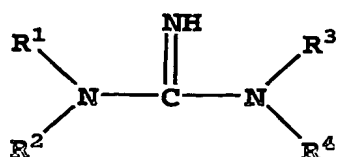


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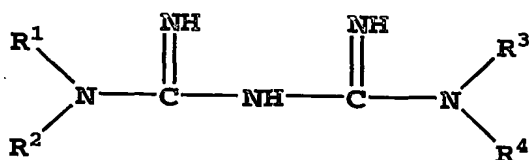
## THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. A method of bleaching a cellulosic material comprising contacting the cellulosic material with a bleaching agent  
5 selected from peroxide, oxygen, ozone or a mixture thereof, in the presence of a substituted guanidine-based additive.
2. The method of claim 1, wherein the substituted  
10 guanidine-based additive is selected from the group consisting of alkyl-, alkenyl-, alkynyl- and aryl-guanidines or derivatives thereof, imino-, cyano-, sulfonyl-, halo-, hydroxyl-, alkoxyl- and acyl- guanidines and derivatives thereof, and salts thereof.
3. The method of claim 1 or claim 2, wherein the  
15 substituted guanidine-based additive is in the form of a salt.
4. The method of any one of claims 1 to 3, wherein the substituted guanidine-based additive is an alkyl guanidine, acyl guanidine or an alkyl acyl guanidine.
- 20 5. The method of claim 4 wherein the substituted guanidine-based additive is a monoguanidine.
6. The method of any one of claims 1 to 5, wherein the substituted guanidine-based additive is substituted by one or more substituents selected from alkyl, alkenyl,  
25 alkynyl, aryl, hydroxyl, alkoxyl and halo.
7. The method of claim 1, wherein the substituted guanidine-based additive is of Formula I, Formula II or Formula III:

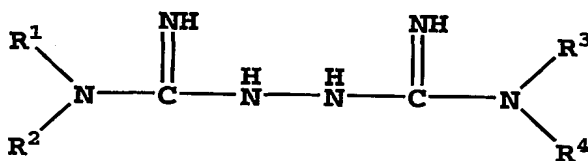
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Formula I



Formula II



Formula III

5 wherein

$\text{R}^1$  is selected from the group consisting of alkyl or a derivative thereof, alkenyl or a derivative thereof, alkynyl or a derivative thereof, aryl or a derivative thereof, imino or a derivative thereof, cyano, halo, sulfonyl, hydroxyl, alkoxy or a derivative thereof, and acyl or a derivative thereof; and

$\text{R}^2$  to  $\text{R}^4$  are each independently selected from the group consisting of H, alkyl or a derivative thereof, alkenyl or a derivative thereof, alkynyl or a derivative thereof, aryl or a derivative thereof, imino or a derivative thereof, cyano, halo, sulfonyl, hydroxyl, alkoxy or a derivative thereof, and acyl or a derivative thereof.

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8. The method of any one of claims 1 to 7, wherein the bleaching agent includes peroxide.

9. The method of any one of claims 1 to 8, comprising contacting the cellulosic material with a bleaching agent  
5 in the presence of a peroxy acid precursor.

10. The method of claim 9, wherein the peroxy acid precursor is selected from O-acyl peroxy acid precursors, N-acyl peroxy acid precursors and cationic peroxy acid precursors.

10 11. A bleach activator composition for use in bleaching cellulosic material, the bleaching activator composition comprising a substituted guanidine-based compound and one or more components selected from the group consisting of stabilisers, buffers and formulating agents.

15 12. The composition of claim 11, wherein the substituted guanidine-based compound is selected from the group consisting of alkyl-, alkenyl-, alkynyl- and aryl-guanidines or derivatives thereof, imino-, cyano-, sulfonyl-, halo-, hydroxyl-, alkoxyl- and acyl- guanidines  
20 and derivatives thereof, and salts thereof.

13. The composition of claim 11 or claim 12, wherein the substituted guanidine-based compound is in the form of a salt.

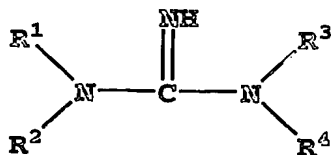
25 14. The composition of any one of claims 11 to 13, wherein the substituted guanidine-based compound is an alkyl guanidines, acyl guanidine or an alkyl acyl guanidine.

15. The composition of claim 14 wherein the substituted guanidine-based compound is a monoguanidine.

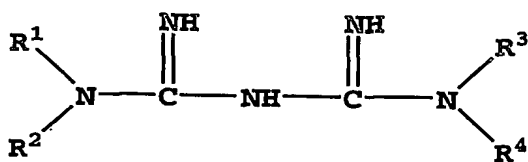
30 16. The composition of any one of claims 11 to 15, wherein the substituted guanidine-based compound is substituted by one or more substituents selected from alkyl, alkenyl, alkynyl, aryl, hydroxyl, alkoxyl and halo.

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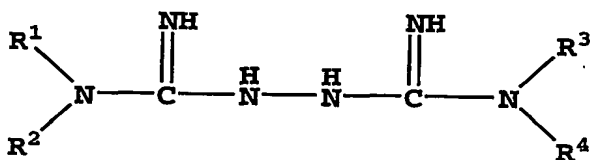
17. The composition of claim 11, wherein the substituted guanidine based compound is of Formula I, Formula II or Formula III:



Formula I



Formula II



Formula III

5

wherein

$\text{R}^1$  is selected from the group consisting of alkyl or a derivative thereof, alkenyl or a derivative thereof, alkynyl or a derivative thereof, aryl or a derivative thereof, imino or a derivative thereof, cyano, halo, sulfonyl, hydroxyl, alkoxy or a derivative thereof, and acyl or a derivative thereof; and

$\text{R}^2$  to  $\text{R}^4$  are each independently selected from the group consisting of H, alkyl or a derivative thereof, alkenyl or a derivative thereof, alkynyl or a derivative thereof, aryl or a derivative thereof, imino or a derivative thereof, cyano, halo, sulfonyl, hydroxyl, alkoxy or a derivative thereof, and acyl or a derivative thereof.

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18. The composition of any one of claims 11 to 17,  
comprising a peroxy acid precursor.

19. The composition of any one of claims 11 to 18 wherein  
the composition is in the form of a solution, concentrate  
5 or solid.

20. Use of a substituted guanidine-based compound as an  
additive in a cellulosic material bleaching process.

Dated this 19th day of March 2004

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